

C 8920 - 2



- Senate reneges on cable amendments
- Cox Cable wins in Tucson
- USA mounts program task with 24 hours
- CableVision reviews CBS Cable

CableVision

The news and features weekly of the cable television industry

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**NCTA/CTAM symposium:
Solving the software maze**

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Cover story

In the cable world of joint ventures, NCTA merged with CTAM in New Orleans to present the first cable software symposium, devoted to programming. Naturally, such an event warrants coverage as *CableVision's* eight-page section demonstrates. **Page 40.**

Leading the week

The deregulation of AT&T and the telecommunications industry made it through the Senate, while the cable provisions were cut short except for the approval that AT&T would not be allowed in the cable field. Also in the news is Cox Cable, which came up a winner in Tucson early last week. **Page 15.**

Through rain or snow...

Looking like a weathered cable veteran in its appearance at the software symposium, The Weather Channel has announced that it has signed 2.5 million subscribers in just two weeks. **Page 17.**

Eye on launch

The eagerly awaited opening night of CBS Cable receives an extensive review by *CableVision* columnist Robert DiMatteo. **Page 28.**

Commercial break

A news service within a news service takes shape, as the *Des Moines*

Register joins with Heritage Communications for hourly briefs during CNN's local breaks. **Page 24.**

New parents

Time Inc. and Paramount Pictures Corporation officially take control of the four-year-old sports network. **Page 33.**

Cable lockout

In further news from Los Angeles regarding the active franchising process there, a city councilman proposes that lockboxes be installed on all home terminals. **Page 56.**

FCC assessments

An FCC report has come out in favor of transponder auctions rather than by government decree, and in another deregulatory move, the commission expresses its desire to modify or delete major STV requirements. **Page 58.**

Videotext association

American videotext companies are taking steps to organize a national videotext association. **Page 66.**

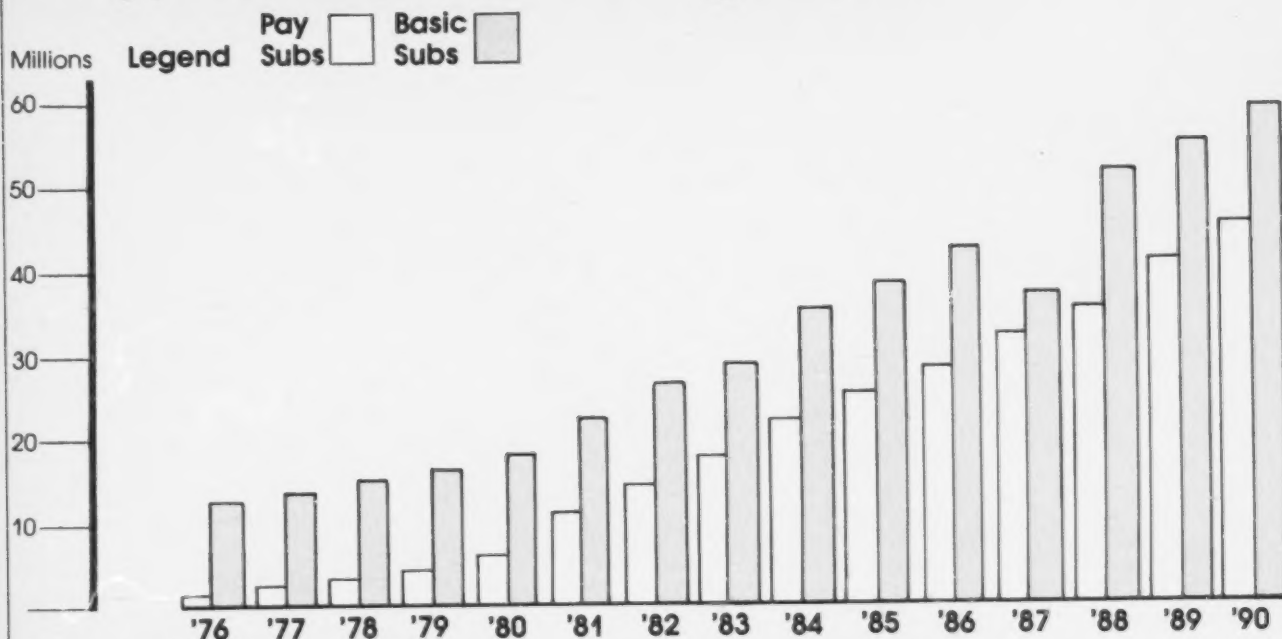


Cable fitness

USA Network, one of the oldest basic cable services, becomes the latest to turn 24 hours. Debuting with the change: *Alive and Well*, the health and fitness showcase backed by Bristol-Myers. **Page 23.**

Cable stats

Pay/basic cable growth



Pay/basic subscriber counts for 1981-1990 are projections.

Subscriber counts

Basic Cable Services (television)*	Systems	Homes	% Change In Homes From 8/31
WTBS	3,472	15,779,000	+2.60
CBN	2,900	13,300,000	+0.76
ESPN	2,625	12,214,314	+6.20
C-SPAN	1,150	10,000,000	N.C.
CNN	1,539	8,650,000	+6.79
USA Network	1,550	8,500,000	N.C.
BET	742	8,132,112	+3.61
WGN	1,961	6,877,041	+4.16
Nickelodeon/ARTS	1,300	5,200,000	+1.96
WOR	1,028	4,188,685	+5.48
Modern Satellite Network	538	4,100,000	+2.50
PIL	370	3,940,000	+0.51
SPN (as of 9/15)	317	3,146,177	+1.92
SIN**	134	2,756,800	+3.03
MTV	300	2,500,000	N.C.
AETN	262	2,500,000	+8.70
National Jewish Television	57	1,433,850	+13.05
Trinity	140	1,150,000	+13.39
ACSN	218	1,130,495	+0.61
Episcopal Television Network	64	1,035,000	+1.87
North American Newstime	112	825,666	-2.86
Eternal Word Television Network	13	285,900	N.C.
Basic Cable Services (audio)*			
WFMT	84	593,609	+3.98
Lifestyle	27	235,224	+9.10
STV Service*			
SelectTV Programming	7	190,000	+N.C.
Pay Cable Services (television)*			
Home Box Office	2,900	7,000,000	N.C.
Showtime	1,100	2,000,000	N.C.
The Movie Channel	1,300	1,500,000	+11.11
Cinemax	400	700,000	N.C.
Home Theater Network	203	142,000	+3.52
Escapade	60	130,000	+8.33
Bravo***	10	120,000	N.C.
Private Screenings***	11	125,000	+25.00
GalaVision	102	90,000	+5.88

Regional Pay Cable Services (television)

	Systems	Homes
Action TV	N.A.	N.A.
Atlantis Entertainment Network	5	950
PRISM	70	245,200
Rendezvous (Gill Cable)	2	12,000
SportsChannel (New York)	18	184,000
SportsChannel (Chicago)	N.A.	N.A.
Z Channel	10	100,000

Announced Satellite-Fed Cable Services

	Projected Launch Date
CBS Cable	10/12/81
Penthouse Entertainment Network	11/1/81
Cable News Network II	1/1/82
Home Theater Network Plus	1/1/82
Eros	1/1/82
RCTV/The Entertainment Channel	first quarter 1982
Daytime	first quarter 1982
Times Mirror Shopping Channel	first quarter 1982
The Health Channel	first quarter 1982
Satellite NewsChannels (channel one)	first quarter 1982
The Nashville Network	second quarter 1982
Cable Newspaper Corporation	second quarter 1982
UTV Cable Network	second quarter 1982
Kidvid Network	second quarter 1982
ESPN/ABC pay sports service	second quarter 1982
The Weather Channel	second quarter 1982
Satellite NewsChannels (channel two)	fourth quarter 1982
Cinemax	T.B.A.
Las Vegas Entertainment Network	T.B.A.
The Buena Vista Channel	T.B.A.
Lewmark Productions' Music Channel	T.B.A.
Heartbeat Media Network	T.B.A.
Spanish Universal Network	T.B.A.
Window (independent producers network)	T.B.A.
Black Music Cable Network (Inner City/Unity)	T.B.A.
Video Concert Hall (relaunch)	T.B.A.

*Satellite-fed services' subscriber counts are as of September 30 unless noted otherwise.

***Estimated Spanish speaking households; includes broadcast stations and translators.

***Includes STV systems.

N.A. designates not available.

N.C. designates no change.

T.B.A. designates to be announced.

Cablestats

Top 50 MSOs

Rank	MSO	Subscribers
1.	ATC	1,625,000
2.	Teleprompter	1,533,322
3.	TCI	1,277,000
4.	Cox Cable	1,019,989
5.	Warner Amex Cable	800,000
6.	Storer Cable	750,000
7.	Times Mirror	635,368
8.	Viacom Cablevision	478,443
9.	Continental Cablevision	460,264
10.	UA-Columbia	460,000
11.	Sammons Communications	433,545
12.	United Cable Television	432,112
13.	General Electric Cablevision	275,000
14.	Cablecom-General (with Capital Cities)	260,577
15.	Telecable	250,000
16.	Midwest Video	239,349
17.	NewChannels (Newhouse)	218,000
18.	Heritage Communications	210,000
19.	Liberty Communications	199,500
20.	Service Electric Cable TV	189,500
21.	Cablevision Systems Development	187,000
22.	Comcast	179,027
23.	Wometco Communications	160,003
24.	Tele-Media	154,000
25.	TCA Group	153,000
26.	Vision Cable (Newhouse)	150,000
27.	Century Communications	150,000
28.	MetroVision (Newhouse)	150,000
29.	Western Communications	144,780
30.	Daniels & Associates	140,000
31.	Jones Intercable	124,341
32.	Colony Communications	120,150
33.	Suburban Cablevision (Maclean-Hunter)	114,626
34.	Rollins Cable Vue	105,000
35.	Harris Cable	101,222
36.	Centel Communications	99,000
37.	Haron Communications	90,000
38.	Multimedia Cablevision	85,000
39.	Communications Service	84,248
40.	Buckeye Cablevision	83,348
41.	Clearview Cable TV	82,561
42.	Tribune Company Cable	81,000
43.	Plains Communications	80,000
44.	Multi-Channel TV Cable	75,000
45.	McDonald Group	72,679
46.	Cabletelevision	69,067
47.	Palmer Communications	67,672
48.	Adams-Russell	63,000
49.	King Videocable	62,826
50.	Perry Cable Companies	62,000

Cable TV's top 50 markets*

A.C. Nielsen			Arbitron		
Designated Rank	Market Area	Cable TVHHs	Designated Market Area	Cable TVHHs	
1	New York	1,418,940	New York	1,095,300	
2	Los Angeles, Palm Springs	779,130	San Francisco	644,000	
3	San Francisco-Oakland	748,770	Philadelphia	524,500	
4	Philadelphia	639,720	Los Angeles	519,600	
5	Pittsburgh	532,540	Pittsburgh	460,900	
6	San Diego	368,940	San Diego	310,400	
7	Seattle-Tacoma	349,860	Seattle-Tacoma	288,900	
8	Boston, Manchester, Worcester	337,260	Boston	273,100	
9	Hartford, New Haven	312,970	Wilkes Barre-Scranton	252,100	
10	Cleveland, Akron	295,350	Hartford-New Haven	235,300	
11	Wilkes Barre-Scranton	287,310	Cleveland	232,000	
12	Charleston-Huntington	258,460	Charleston-Huntington	228,100	
13	Buffalo	246,070	Buffalo	203,200	
14	Orlando-Daytona Beach	237,340	Harrisburg-York-Lancaster-Lebanon	195,100	
15	Syracuse, Elmira	233,720	Orlando-Daytona Beach	189,100	
16	Harrisburg-Lancaster-Lebanon-York	225,620	Albany-Schenectady-Troy	186,300	
17	Atlanta	213,450	Columbus, OH	171,500	
18	Columbus	211,760	Johnstown-Altoona	169,500	
19	Albany-Schenectady-Troy	210,000	Tampa-St. Petersburg	167,400	
20	Johnstown-Altoona	209,780	Grand Rapids-Kalamazoo-Battle Creek	166,100	
21	Tampa-St. Petersburg, Sarasota	204,020	Atlanta	154,800	
22	Grand Rapids-Kalamazoo-Battle Creek	198,640	Indianapolis	147,300	
23	Sacramento-Stockton	198,080	Sacramento-Stockton	142,800	
24	Kansas City	188,210	West Palm Beach	141,700	
25	Houston	187,870	Syracuse	139,900	
26	Indianapolis	179,310	Washington, D.C.	138,600	
27	Birmingham-Anniston	175,360	Dallas-Ft. Worth	138,600	
28	Washington, D.C.	172,070	Kansas City	138,300	
29	West Palm Beach, Ft. Pierce	166,890	Toledo	135,800	
30	Miami-Ft. Lauderdale	166,200	Wichita-Hutchinson	133,600	
31	Dallas-Ft. Worth	165,990	Dayton	126,700	
32	Oklahoma City	165,850	Portland, OR	125,200	
33	Dayton	163,970	Tulsa	124,000	
34	Tulsa	159,480	Shreveport-Texarkana	122,200	
35	Champaign, Springfield-Decatur	158,340	Miami	122,200	
36	Wichita-Hutchinson Plus	157,580	Oklahoma City	119,500	
37	Raleigh-Durham	150,330	Houston	119,400	
38	Shreveport	150,320	Springfield-Decatur-Champaign	118,400	
39	Toledo	148,960	Waco-Temple	117,800	
40	Portland, OR	144,540	Chicago	115,300	
41	Chicago	140,530	Raleigh-Durham	113,600	
42	Honolulu	138,260	Flint-Saginaw-Bay City	113,300	
43	Flint-Saginaw-Bay City	135,310	Santa Barbara-Santa Maria-San Luis Obispo	110,300	
44	Norfolk-Portsmouth-Newport News	133,960	Spokane	109,300	
45	Santa Barbara-Santa Maria-San Luis Obispo	132,100	Roanoke-Lynchburg	106,000	
46	Mobile-Pensacola	131,490	Salinas-Monterey	103,700	
47	Roanoke-Lynchburg	127,330	Greenville-Spartanburg-Asheville	103,600	
48	San Antonio	125,870	Portland-Poland Spring	102,600	
49	Greenville-Spartanburg-Asheville	124,100	Birmingham	100,200	
50	Spokane	123,180	Mobile-Pensacola	99,500	

Basic Cable Penetration Estimates*

	Cable Homes	Percentage of TVHHs	Change in Homes From May '81	Percent Change of TVHHs
Arbitron	17,607,000	22.0	+250,400	0.0
Nielsen	21,930,490	27.3	+600,000	0.8

* Cable television household counts are as of July 1981.

NOTE

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